



WEST BENGAL STATE UNIVERSITY

Bachelor of Commerce (Honours)
B.Com.(4 Years' Honours With Multidisciplinary Courses)
in Advertising & Sales Promotion

(Effective from Academic Year 2023-24)

SYLLABUS COMMITTEE DETAILS

Chairperson

Professor Pranam Dhar

Professor & Head, Department of Commerce,
West Bengal State University

Members of the Advisory Committee

Professor Dhrubaranjan Dandapat

University of Calcutta

Professor Ashish Kumar Sana

University of Calcutta

Professor Kiranjit Sett

West Bengal State University

Dr. Rajib Lahiri

Derozio Memorial College

Dr. Kallol Saha

Barrackpore Rastraguru Surendranath College

Dr. Mijarul Islam

Barasat College

Members of the Syllabus Committee

Prof. Vijay Anand Sah

Bhairab Ganguly College

Ms. Chandrima Mukherjee

Mahadevananda Mahavidyalaya

*****The department is indebted to all the teachers of all the affiliated colleges for their continuous help and support in framing this syllabi under NEP 2020 UGCF. Further, the department expresses gratitude to all the institutions, including, UGC, from whom syllabi, had been consulted for finalisation.***

CONTENTS

Section-A	Preamble and Structure	Page- 04
Section-B	Detailed Syllabus	Page- 10
Section-C	Advisory for Evaluation	Page- 62
Section-D	Question Pattern	Page- 65

Section-A

Preamble

The objective of any programme at a Higher Education Institution is to create for its students a sound foundation for their character development which directly contributes to the well-being of a nation. West Bengal State University envisages all its programmes in the spirit of its overall motto which is to inspire the youth to show steadfastness and devotion in a fearless pursuit of truth. The Undergraduate Curriculum Framework (UGCF) aims at preparing young minds for constructive and productive character development by honing their creative and humanistic skills for their own betterment as well as for the greater good of the society. In order to provide an opportunity to students to discover a method of thinking which will help them realise their true potential, the University offers an Undergraduate Curriculum Framework-2023 for all its Under-Graduate programmes.

The Undergraduate Curriculum Framework-2023 underlines the historical perspective, philosophical basis, and contemporary realities of higher education as enshrined in the National Education Policy 2020 (NEP 2020) including LOCF (Learning Outcome Curriculum Framework) & CBCS (Choice Based Credit System) and endeavours to synchronize these cornerstones while charting the road ahead for the state of higher education. West Bengal State University, a young but established higher education institution, fit for teaching, learning, and research in higher education, acclaimed nationally and internationally, has nurtured the quest for reaching the peak in every sphere of education, in its true sense, in the process of its contribution to the nation-building. Being one of the leading State-aided universities in West Bengal, mandated to act as the torchbearer in expanding the horizons of human resource development through expansion of higher education, it has always paid adequate premium towards constructive and meaningful innovation as a regular feature in its undergraduate curriculum development over the years.

The focus of UGCF of Commerce and Business Education is aimed at improving the students' abilities and helping them to become a competent business leader who can contribute in nation building. Commerce education is not related only with knowing how to organize and apply skills related to business, trade, commerce, industry, and economy, but it further accelerates the process of thinking in a pragmatic manner about nation building through effective utilization of skills, resources, manpower, and one's abilities.

One essential aspect of UGCF is to develop a commerce graduate who can meet the present and the future requirements of industry and economy. UGCF emphasizes on developing the competent persons who can work as the contemporary and future leaders of the industry and business. The education system in the emerging scenario demands to enrich the personality of the students so as to develop a holistic personality. Therefore, the focus of UGCF is based on the four pillars of education which are learning to know, learning to do, learning to live together, and learning to be.

Another focus of UGCF is to build a set of requisite social and ethical values that will meet the expectations of modern society. It shall also promote ideals of universal brotherhood and cooperation. The core basis of UGCF is to emphasize cultivating the ideology which promotes sustainable economic system and encourages eco-friendly fair business practices. The

emphasis of this exercise is to provide a right understanding to the students about objective and transparent system of governance. This would bring a desired change in the system of administration and quality of governance of all the institutions.

The present situation of business education requires total over-hauling and restructuring in the light of changed socio-economic scenario of the global economy in the context of Industry 4.0. The dynamic nature of global business demands a pool of competent human capital for which relevant education is essential in terms of timeliness, speed, flexibility, and dynamism. There is a need to provide students with appropriate skills and knowledge inputs which would make them globally competent and empower them to work in the changing business environment. Therefore, the focus of the UGCF in Commerce is to introduce globally acknowledged choice-based credit system which will offer numerous opportunities to learn various core subjects and also explore additional avenues of learning beyond the routine and standardized framework. The sole purpose of this exercise is to provide opportunities for holistic development of the students.

Thus, the UGCF can help in bringing uniformity in curricula on the one hand and empower the student on the other hand to choose the career options making it more relevant and globally acceptable which would create new benchmark in the world.

Abbreviations

- **AEC** indicates Ability Enhancement Course
- **B.Com** indicates Bachelor of Commerce Programme
- **CBCS** indicates Choice Based Credit System
- **DSC** indicates Discipline Specific Core Course
- **NEP** indicates National Education Policy
- **SEC** indicates Skill Enhancement Course
- **UGCF** indicates Undergraduate Curriculum Framework
- **VAC** indicates Value Addition Course
- **DS:** Discipline-specific core course,
- **MA:** Minor discipline-1,
- **MB:** Minor discipline-2.

Definitions

1. **Academic Credit** - An academic credit is a unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours of practical work/field work per week.
2. **Courses of Study** – Courses of study indicates pursuance of study in a particular discipline. Every discipline shall offer three categories of courses of study, viz. Discipline Specific Core courses (DSCs) – sub-divided into Major and Minor Courses, Ability Enhancement Courses (AECs), Skill Enhancement Courses (SECs) and Value-added Courses (VACs).
 - a. **Ability Enhancement course (AEC), Skill Enhancement Course (SEC) & Value Addition Course (VAC):** These three courses shall be a pool of courses offered by

all the Departments in groups of odd and even semesters from which students can choose.

- i. **AEC courses** are the courses based upon the content that leads to knowledge enhancement through various areas of study. They are Language and Literature subjects which will be mandatory for all disciplines.
- ii. **SEC courses** are skill-based courses in all disciplines and are aimed at providing hands-on-training, competencies, skills, etc. SEC courses may be chosen from a pool of courses designed to provide skill-based instruction and is offered by the Department of Commerce, West Bengal State University. The details, combination and related instruction is duly mentioned in the Admission Advisory issued in this regard, by the university authority.
- iii. **VAC courses** are value-based courses which are meant to inculcate ethics, culture, constitutional values, soft skills, sports education and such similar values to students which will help in all round development of students. The valued-added courses are to be taken from the fixed options provided by the university.

3. Major discipline

- a. A student pursuing four-year undergraduate programme in a specific discipline (Core course) shall be awarded appropriate Honours degree with Major in a Discipline on completion of VIII Semester, if he/she secures in that Discipline at least 50% of the total credits i.e., at least 90 credits in that Discipline out of the total of 180 credits. He/she shall study 20 Major courses in eight semesters. For instance, a student who pursues B.Com. (Honours) shall earn the minimum 100 credits from 20 DSCs in order to get Major in Commerce.

4. Minor discipline

- a. A student for the above-mentioned award, will be considered to be graduate, on completion of VIII Semester, if he/she earns minimum 40 credits from eight Minor courses of that discipline.

DS: Discipline specific core course,

MA: Minor discipline 1,

MB: Minor discipline 2,

SM: Special Minor courses from the same discipline, either MA or MB but of higher level.

Credit distribution:

(a) Lab-based Courses: L = 3, T/P = 2,

(b) Non-Lab based Courses: L = 4, T/P = 1 ;

(c) field-based courses: P = 5,

(d) Music as a Major/Minor discipline, credit distribution: L = 1/2, P = 4/3

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023. and as resolved at the Workshop held on 17.07.2023. and on 27.09.2023. and also vide UG BOS Meeting held on 07.10.2023.

7

COURSE STRUCTURE FOR THE 4 YEARS' UNDERGRADUATE HONOURS PROGRAMME WITH MAJOR COURSES

Sub_Code	Sub_Name	Credit	Marks Distribution				Nature of Course
SEMESTER-1			External	Internal	Attendance	TOTAL	
BASDSC101T	Marketing Management-I	5	50	40	10	100	DS-1
BASMIN101T	Principles and Practice of Management	5	50	40	10	100	MA-1
BASMIN102T	Human Resource Management	5	50	40	10	100	MB-1
BASHMD101T	To be taken from the Pool	3				50	MD-1
BASHAE101T	To be taken from the Pool	3				50	AECC-1
BASHSE101T	Computer Application in Sales and Advertising-I	3				50	SEC-1
BASVAC101T	To be taken from the Pool	3				50	VAC-1
	SEM.1 TOTAL	27				500	
SEMESTER-2							
BASDSC202T	Advertising-I	5	50	40	10	100	DS-2
BASMIN203T	Consumer Behaviour	5	50	40	10	100	MA-2
BASMIN204T	Sales Promotion	5	50	40	10	100	MB-2
BASHMD202T	To be taken from the Pool	3				50	MD-2
BASHAE202T	To be taken from the Pool	3				50	AECC-2
BASHSE202T	Graphics Designing and Product Photography	3				50	SEC-2
BASVAC202T	To be taken from the Pool	3				50	VAC-2
INTERN201M	NCC/NSS/Any other Internship	4**				50	Internship
	SEM.2 TOTAL	27				500+50	
EXIT WITH CERTIFICATE [4**+ 54]							
SEMESTER-3							
BASDSC303T	Marketing Management-II	5	50	40	10	100	DS-3
BASMIN305T	Product & Pricing Management	5	50	40	10	100	MA-3
BASMIN306T	Integrated Marketing Communications	5	50	40	10	100	MB-3
BASHMD303T	To be taken from the Pool	3				50	MD-3
BASHAE303T	To be taken from the Pool	3				50	AECC-3
BASHSE303T	Computer Application in Sales and Advertising-II	3				50	SEC-3
	SEM.3 TOTAL	24				450	
SEMESTER-4							
BASDSC404T	Advertising-II	5	50	40	10	100	DS-4
BASDSC405T	Public Relations & Publicity	5	50	40	10	100	DS-5
BASDSC406T	Legal Aspects of Marketing & Advertising	5	50	40	10	100	DS-6
BASDSC407T	Personal Selling & Salesmanship	5	50	40	10	100	DS-7
INTERN401M	NCC/NSS/Any other Internship	4**				50	Internship
	SEM.4 TOTAL	20				400+50	
EXIT WITH DIPLOMA [4**+ 98]							
SEMESTER-5							
BASDSC508T	Retail Business Management	5	50	40	10	100	DS-8
BASDSC509T	Sales Force Management-I	5	50	40	10	100	DS-9

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023. and as resolved at the Workshop held on 17.07.2023. and on 27.09.2023. and also vide UG BOS Meeting held on 07.10.2023.

8

BASDSC510T	Logistic Operations & Supply Chain Management	5	50	40	10	100	DS-10
BASDSC511T	Globalization and International Marketing	5	50	40	10	100	DS-11
SEM.5 TOTAL		20				400	
SEMESTER-6							
BASDSC612T	Product and Brand Management	5	50	40	10	100	DS-12
BASDSC613T	Introduction to Business Research	5	50	40	10	100	DS-13
BASDSC614T	Sales Force Management-II	5	50	40	10	100	DS-14
BASDSC615T	Internship	5	50	40	10	100	DS-15
INTERN601M	NCC/NSS/Any other Internship	4**				50	Internship
SEM.6 TOTAL		20				400	
EXIT WITH MAJOR AFTER 3 YEARS [4**+ 138]							
SEMESTER-7							
BASDSC716T	Entrepreneurship Development	5	50	40	10	100	DS-16
BASDSC717T	Marketing of Services	5	50	40	10	100	DS-17
BASSMC701T	International Marketing	5	50	40	10	100	SM-1
BASSMC702T	Rural Marketing	5	50	40	10	100	SM-2
SEM.7 TOTAL		20				400	
SEM.8							
BASDSC818T	Business Ethics & Corporate Governance	5	50	40	10	100	DS-18
BASDSC819T	Social Media Marketing	5	50	40	10	100	DS-19
BASDSC820T	Supply Chain Management	5	50	40	10	100	DS-20
BASDSC821T	Project Work	5	50	40	10	100	DS-21
SEM.8 TOTAL		20				400	
GRAND TOTAL		178+4**				3500	

UG Certificate: Students who opt to exit after completion of the first year and **have secured 54 credits** will be awarded a UG certificate **if, in addition, they complete one vocational course of 4 credits or a 4-credit work-based learning/internship/apprenticeship** during the summer vacation of the first year. These students are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of seven years.

UG Diploma: Students who opt to exit after completion of the second year and **have secured 98 credits** will be awarded the UG diploma **if, in addition, they complete one vocational course of 4 credits or a 4-credit work-based learning/internship/apprenticeship** during the summer vacation of the second year. These students are allowed to re-enter within a period of three years and complete the degree programme within the maximum period of seven years.

3-year UG Degree: Students who wish to undergo a 3-year UG programme will be awarded UG Degree in the Major discipline after successful completion of three years, **securing 142 credits which includes 4-credit of summer internship/apprenticeship.**

4-year UG Degree (Honours): Students who wish to undergo a 4-year UG programme (Honours) will be awarded UG degree (Honours) after successful completion of a four year degree programme with **182 credits (Table 1) which includes 4-credit of summer internship/apprenticeship.**

.....

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023.and as resolved at the Workshop held on 17.07.2023. and on 27.09.2023.and also vide UG BOS Meeting held on 07.10.2023.

9

Draft UGCF B.Com Honours Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Undergraduate Board of Studies in Commerce, WBSU, held on 24.06.2023. and as resolved at the Workshop held on 17.07.2023. and on 27.09.2023. and also vide UG BOS Meeting held on 07.10.2023.

10

Section-B

DETAILED SYLLABUS

SEMESTER-1

Sub_Code	Sub_Name	Credit	Marks Distribution				Nature of Course
			External	Internal	Attendance	TOTAL	
BASDSC101T	Marketing Management-I	5	50	40	10	100	DS-1
BASMIN101T	Principles and Practice of Management	5	50	40	10	100	MA-1
BASMIN102T	Human Resource Management	5	50	40	10	100	MB-1
BASHMD101T	To be taken from the Pool	3				50	MD-1
BASHAE101T	To be taken from the Pool	3				50	AECC-1
BASHSE101T	Computer Application in Sales and Advertising-I	3				50	SEC-1
BASVAC101T	To be taken from the Pool	3				50	VAC-1
	SEM.1 TOTAL	27				500	

MARKETING MANAGEMENT-I

Subject Code : BASDSC101T

Total Credit : 05

[Lecture Hours – 60; Tutorial – 15]

Full Marks: 100

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Unit 1: Marketing

[25 L]*

Concept, Nature, Functions & Importance; Selling vs. Marketing; Marketing Mix; Marketing Environment: Nature, Types & Strategies to deal with Internal & External (Micro & Macro) Marketing Environment; Ethical & Social Responsibilities of Marketing.

Unit 2: Marketing System

[15 L]

Definition, Objectives; Types of Marketing; Marketing Information System: Definition and Components; Marketing Research: Process & Significance.

Unit 3: Consumer Behaviour

[15 L]

Consumer Behaviour & its characteristics, Factors Influencing the Consumer Behaviour, Consumer Buying Process, Buying Motives, Consumer Markets in India.

Unit 4: Market Segmentation

[20 L]

Concept, Importance and bases, Target Market Selection; Market Positioning: Concept & Importance, Market Repositioning; Product Differentiation vs. Market Segmentation; Contemporary issues in Marketing: Social Marketing, Online Marketing, Direct Marketing, Services marketing, Green marketing, Rural marketing; Consumerism.

Suggested Readings

- Kotler "Marketing Management", 8th Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)
- Kotler, Keller, Koshy And Jha "Marketing Management" 13th edition Pearson Education
- Ramaswamy VS, Namakumari "Marketing Management" 4th Macmillan
- Shukla A.K. "Marketing Management" 1st edition, VaibhavLaxmiPrakashan
- Evance& Berman "Marketing Management" 2007, Cenage Learning Mcdenial, Lamb, Hair "Principles Of Marketing 2008" Cenage Learning
- William M. Pride and O.C Ferrell: Marketing; Houghton - Muffling Boston

- Stanton W.J. et al: Fundamentals of Marketing, McGraw H

*L = 1 Lecture Hour

** Includes Tutorial Hours

PRINCIPLES & PRACTICE OF MANAGEMENT

Paper 2: Semester 1

Paper Code: BASMIN101T

Full Marks: 100

[Internal assessment – 50 Marks; Semester-end Examination–50 Marks]

Total Credits: 5[75Hours]

TOTAL CLASS HOURS:75 [LECTURE HOURS-60 & TUTORIAL HOURS-15]

Unit- 1: Introduction

[20L]*

Management- Concept, Importance, Functions; Management as profession; Management as Science and Art, Universality of management; Levels of management; managerial tasks and skills.

Different Schools of Management Thought: Classical School-Contributions of Taylor and Fayol; Neo-classical School---Human Relations approach and Behavioural Science approach; Modern School; system approach and contingency approach.

Unit-2: Planning

[15L]

Concept, Importance, Types, Steps, Barriers to effective planning and remedial measures; Strategic Planning-Concept; Forecasting---Concept, Techniques

Unit-3: Organizing

[15L]

Concept, Importance, Principles, Principles; Delegation of Authority-Elements, Steps, Barriers; Centralization and Decentralization of Authority; Span of Management – Concept and determining factors.

Unit-4: Directing and Staffing

[10L]

Concept of directing, Importance, Leadership: Concepts, Importance, Types, Leadership Traits, Tannenbaum & Schmidt's Model, Blake & Mouton Model, Staffing: Concept & importance.

Unit-5: Motivation, Coordination and Control

[15L]

Motivation: Concepts, Importance, McGregor, Maslow and Herzberg theory of motivation, Coordination: Concept, Significance, Principles, Techniques. Control: Concept, Importance and tools.

Suggested Readings

- Koontz and Weirich, *Essentials of Management*, Tata McGrawHill, New Delhi.
- Drucker, PF, *Management Challenges for the 21st Century*, Butterworth, Oxford.
- Luthans, F, *Organizational Behavior*, McGrawHill, New York.
- Allen, LA, *Management and Organisation*, Tokyo.
- Stoner and Freeman, *Management*, PHI, New Delhi.
- Griffin, RW, *Management*, Houghtan Mifflin, Boston.
- Tripathy, PC, Reddy, PN, *Principles of Management*, Tata McGrawHill, New Delhi.
- Ravichandran, K, Nakkiran, S, *Principles of Management*, Avinash Paperbacks, Delhi.
- Jwalkar, Ghanekar & Bhivpathaki, *Principles & Practice of Management*, Everest Publishing House
- Chatterjee, Chatterjee & Chattopadhyay, *Principles of Management*, Success Mantra Publications

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

HUMAN RESOURCE MANAGEMENT

Paper-3: Semester-1

Subject Code: BASMIN102T

FullMarks-100

Total Credits:5 [75Hours]

**TOTAL CLASS HOURS:75 [LECTURE HOURS-60 & TUTORIAL HOURS-15]
[Internal assessment – 50 Marks; Semester-endExamination–50 Marks]**

Unit-1: Fundamentals of HRM

[25 L]*

Meaning and concept of HRM, evolution of HRM, Difference between HRM and Personnel Management, Nature, objectives, importance, scope and functions of HRM, Human resource planning-Definition, features, objectives and needs. Levels of Human resource planning. Process of Human resource planning in an organization.

Unit-2: Acquisition & Development of Human Resource

[25 L]

Recruitment of Human resources – Sources (internal & external). Selection of Human resources – Definition and steps involved in selection process, Induction and Placement, Needs of Training and Development. Different Training Methods. A brief idea of staff welfare programmes and fringe benefits.

Unit-3: Maintenance of Human Resource

[25 L]

Job evaluation, Job Description, Job Analysis, Job Specification-Definition & Concept, Performance Appraisal - Meaning, objectives, methods of appraisal (brief concept of all traditional and modern methods along with their advantages and disadvantages). Industrial Relations - definition, features & objectives, Factors influencing industrial relations. Conditions for sound industrial relations. Importance of industrial relations.

Suggested Readings:

- Kotler & Keller, *Marketing Management*, Pearson.
- Venugopal, P., *Marketing Management*, Sage.
- Bhagwati, Pillai, *Marketing Management*, S.Chand.
- Ramaswamy and Namakumari, *Marketing Management*, McMillan.
- Pranam Dhar, Monalisa Maity, Bidhan Baidya, Arjun Gope, *Fundamentals of Marketing Management & Human Resource Management*, Success Mantra Publications.
- A.K. Ghosh: *Human Resource Management (with cases)*:Manas Publications.
- Sushil Mukherjee & Kallol Saha, *Marketing Management & Human Resource Management*, B.B.Kundu Grandsons
- C.B.Mamoria & S.V.Gankar:*Human Resource Management*: McGrawHill
- V.S.P.Rao: *Human Resource Management*:(Excel Books)
- K.Aswathappa, *Human Resource Management*, Himalaya Publishing House.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

COMPUTER APPLICATION IN SALES AND ADVERTISING-I

Paper Code: BASHSE101T

Full Marks: 50

Total Credits:3 [45 Hours]

TOTAL CLASS HOURS: 45 [LECTURE HOURS 30 & TUTORIAL HOURS 15]

[Internal assessment – 50 Marks; Semester-end Examination–50 Marks]

Unit-1 : Information Systems

[15 L]**

Concepts of data, information and computer based information system, Types of Information Systems – Office Automation Systems (OAS), Transaction Processing Systems (TPS), Management Information System (MIS), Decision Support System (DSS), Knowledge Management System (KMS), and their implementations at operational, tactical and strategic managerial levels.

Unit-2 : I.T. Application Project / Practical using EXCEL

[05T + 10P]

Development of a excel based software (preferably with automation features created by Excel Functions, References and Formula) on any one functional area of business (like Payroll Management, Educational Cluster Management, Inventory Management, Portfolio Management, PF/ESI/TDS Management, E-Tender & Security Deposit Management, etc.).

Spreadsheet Functions: Mathematical [SUM, SUMIF, SQRT, SUBTOTAL, SUMPRODUCT etc.], Statistical [AVERAGE, MAX, MIN, ROUND, COUNT, COUNTIF, STDEV, VAR, etc.], Financial [PMT, RATE, PV, FV, NPER, IRR, NPV, Data Table Etc.] Logical [AND, OR, IF, NOT,], DATE, TIME, CONCATENATE, UPPER, LOWER], CountIf, CountIFS, SumIf, SumIFS].

Unit-3: Preparing Presentations

[05T + 10P]

Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols,Media; Design; Transition; Animation, Hyperlink and Slideshow. Making advertising using above facilities.

Suggested Readings

- Thareja, IT & Application, Oxford.
- Dhar, P., Fundamental of IT and Its Application in Business, Abhijay Publishing House.
- Rajaraman, V. (2004). Introduction to Information Technology. PHI.
- Heathcote, P.M, Successful Projects in Excel, BPB Publication.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

SEMESTER-2

Sub_Code	Sub_Name	Credit	Marks Distribution				Nature of Course
			External	Internal	Attendance	TOTAL	
BASDSC202T	Advertising-I	5	50	40	10	100	DS-2
BASMIN203T	Consumer Behaviour	5	50	40	10	100	MA-2
BASMIN204T	Sales Promotion	5	50	40	10	100	MB-2
BASHMD202T	To be taken from the Pool	3				50	MD-2
BASHAE202T	To be taken from the Pool	3				50	AECC-2
BASHSE202T	Graphics Designing and Product Photography	3				50	SEC-1
BASVAC202T	To be taken from the Pool	3				50	VAC-2
INTERN201M	NCC/NSS/Any other Internship	4**				50	Internship
SEM.2 TOTAL		27				500+ 50	
EXIT WITH CERTIFICATE [4**+ 54]							

ADVERTISING - I

Paper 1 : Semester 2

Paper Code :BASDSC202T

Full Marks: 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

Credits: 5 [75 Hours]

TOTAL CLASSES: 75 [LECTURE CLASS 60& TUTORIAL CLASS 15]

Unit	Topic	Details	Hours
1	Introduction	Concept of Advertising, Advertising and Marketing : the relationship and the difference, Role of Advertising in national economy, Functions of Advertising, The Key Players in Advertising, importance of Advertising in Modern Marketing, Negative role of advertising in national economy, Impact of advertising in national economy, Functions of Advertising Department, Organisation of Advertising Department.	15
2	Types of Advertising	Commercial and non-commercial advertising, Primary demand and selective demand advertising, Classified and display advertising, Comparative advertising – concept – advantages – disadvantages, cooperative advertising – Concept – advantages – disadvantages, Radio advertising – concept – advantages – disadvantages, Print advertising – concept – advantages – disadvantages, Rational advertising – concept – advantages, disadvantages, Emotional Advertising – concept – advantages – disadvantages, Rational Advertising vs. Emotional Advertising, Viral advertising: opportunities and threats.	15
3	Setting of Advertising Objectives	Advertising objective – concept, How to determine advertising objectives, Advertising objectives setting process, Advertising objectives vs. Marketing objectives, Sales as an objective, DAGMAR – advertising model, Globalization and advertising, Peculiarities of	15

		marketing global brands, “Think globally, act locally” principle.	
4	Setting of Advertising Budget	The advertising budget, Factors influencing advertising budget, Economic aspects of advertising, Methods of determining Advertising budget, Affordable Method, Per Unit Method, Percentage Method, Competitive Parity and Task objective method, Advantages and disadvantages of Advertising Budget, Advertising Budget decision rules.	15
5	Advertising Message	Preparing an effective advertising copy, Elements of a print copy, Headlines, illumination, body copy, slogan, logo, seal of approval, Elements of a broadcast copy, copy for direct mail.	10
6	Digital Advertising	Defining Digital Advertising : Evolution and Current Status, Emailers and Search Engine Optimization, Mobile Marketing and Augmented Reality, Emerging Trends, Digital Media Landscape, Digital Advertising Agencies – Structure and Functions, Digital Media Integration across Advertising.	05

Suggested Readings

- *Batra and Mayers, Advertising Management, Prentice Hall*
- *Sengupta, Brand Positioning Strategies for Competitive Advantage, TMH*
- *Cundiff, Still and Govoni, Sales Management, Prentice Hall*
- *Rossiter and Percy, Advertising and Promotion Management, McGraw-Hill*
- *Sundage, Fryburger and Rotzoll, Advertising Theory and Practice, AITBS*
- *Belch and Belch, Advertising and Promotion, TMH*
- *Kayni and Batra, Advertising & Sales Promotion, Excel Books.*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

CONSUMER BEHAVIOUR

Paper 2 : Semester 2

Paper Code :BASMIN203T

Full Marks: 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

Credits: 5 [75 Hours]

TOTAL CLASSES: 75 [LECTURE CLASS 60& TUTORIAL CLASS 15]

Unit-1: Introduction to Consumer Behaviour

[15 L]**

Definition, Nature, Scope, Consumer Behaviour's Applications in Marketing, Consumer research process –Defining Research Objectives, Collecting & Evaluating Secondary Data, Primary Research Design, Collecting Primary Data, Analyzing Data & Report Preparation.

Unit-2: Factors affecting Consumer Behaviour

[15 L]

Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.

Unit-3: Consumer Decision Making Process

[15 L]

Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation – Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era.

Unit-IV: Consumer Motivation & Personality

[15 L]

Consumer Motivation– Needs, Goals, Motive arousal, Maslow's Hierarchy of Needs, Freud's Theory of Motivation , Consumer Personality – Self-concept theory, Psychoanalytic Theory, Neo-Freudian Theory, Trait Theory.

Unit-V: Marketing Communications

[15 L]

Decision Making Models, Consumer Rights Marketing Communication Process, Types of Communication systems – Interpersonal, Impersonal, Persuasive Communication, Consumer Decision Making Models – Black Box Model - Economic model - Howard & Sheth model, Consumer Protection Act 1986, rights of consumers.

Suggested Readings

- *Consumer Behaviour – Satish K Batra, S H HKazmi*
- *Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai*
- *Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi*
- *John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi*
- *Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi*
- *Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi*
- *Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

SALES PROMOTION

Paper 3 : Semester 2

Paper Code : BASMIN204T

Full Marks: 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

Credits: 5 [75 Hours]

TOTAL CLASSES: 75 [LECTURE CLASS 60& TUTORIAL CLASS 15]

Unit	Topic	Details	Hours
1	Nature and Importance of Sales Promotion	Definition, Strength and limitations, Objectives, Sales Promotion Budget, Role in marketing	10
2	Forms of Sales Promotion	Consumer Oriented, Trade Oriented, Sales Force Oriented	10
3	Major Tools of Sales Promotion	Samples, Point purchase, Display and Demonstration, Exhibition and Fashion Shows, Sales contest and games of chance and skill : lotteries, gift offers, premium and free goods, rebates, patronage, rewards	15
4	Conventions, Conference and trade shows, specialities and novelties		5
5	Developing sales promotional programme, pre-testing implementing, evaluation of results and making necessary modifications		10
6	Sales Promotion Design Issues, Planning Guidelines	Promotion Choice, Product Choice, Choice of Market Areas, Promotion Timing, Duration and Frequency, Rate of Discount, Terms and Conditions, Protection from Competition, Sales Promotion Planning Guidelines, Characteristics of Successful Sales Promotions.	15
7	Ethical and legal aspects of sales promotion		10

Suggested Readings

- Sarangi S.K., Advertising & Sales Promotion, Asian Books Pvt Ltd.
- Allen H. Center, Public Relation Practices: Managerial Case Studies and Problems, Pearson.
- Roddy Mullin, Sales Promotion
- S.A. Chunawalla, Advertising and Sales Promotion Management, Himalaya Publishing House
- Kazmi&Batra, Advertising and Sales Promotion, Excel Books.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

GRAPHIS DESIGNING AND PRODUCT PHOTOGRAPHY

Paper 3 : Semester 2

Paper Code :BASMIN203T

Full Marks: 100

Credits: 3 [45 Hours]

TOTAL CLASSES: 45 [LECTURE CLASS 30& TUTORIAL CLASS 15]

Unit-1 : Introduction to Graphic Design

[15 L]**

Implications and Impact of Graphic Design, Role of Graphic Designer, Contemporary Graphic Design in India, Methodology of Graphic Design.

Unit-2 : Principles and Elements of Design

[10 L]

Introduction to Drawing, Types of Drawing, Virtues of Drawing, Colour – Colour theories, Colour Wheel, Colour Symbolism, Fundamentals of Visual Compositions, Typography, Principles of Layout Design

Unit-3 : Sound and Video Editing

[10 L]

Introduction to Sound Editing, Introduction to Video Editing, Compilation of Sound & Video.

Unit-4 : Media and Design

[10 L]

Digital Imaging and Printing, Campaign Design, Integrated Methods of Advertising Agency, Graphic Design for Interactive Media

Suggested Readings

- Adobe Creative Team (2012), Adobe Photoshop CS6 Classroom in a Book, California : Adobe Press.
- Evans, Poppy, Sherin/Aaris (2013), The Graphic Design: Reference & Specification Book, Rockport Publishers, USA.
- Ellen, Phillips & Jennifer, C.P. (2015), Graphic Design : The New Basics : Princeton Architectural Press, UK.
- Sharma, M.C. (2009), Corel Draw Graphics Suite X4, BPB Publications
- The Story of Graphic Design, NCERT Publications.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

SEMESTER-3

BASDSC303T	Marketing Management-II	5	50	40	10	100	DS-3
BASMIN305T	Product & Pricing Management	5	50	40	10	100	MA-3
BASMIN306T	Integrated Marketing Communications	5	50	40	10	100	MB-3
BASHMD303T	To be taken from the Pool	3				50	MD-3
BASHAE303T	To be taken from the Pool	3				50	AECC-3
BASHSE303T	Computer Application in Sales and Advertising-II	3				50	SEC-3
SEM.3 TOTAL		24				450	

MARKETING MANAGEMENT – II

Paper 1 : Semester 3

Paper Code : BASDSC303T

Full Marks: 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

Credits: 5 [75 Hours]

TOTAL CLASSES: 75 [LECTURE CLASS 60 & TUTORIAL CLASS 15]

Unit-1: Marketing Management

[20 L]*

Concept Philosophy & Process; Marketing Mix: Definition, Importance & Factors Determining Marketing Mix; Meaning & Nature of Product, Product Classification; Concept of Product Mix; Product Planning and New Product Development; Product Life Cycle; Product Packaging: Definition, Functions and Requisites of Good Packaging, Labeling.

Unit-2: Pricing

[10 L]

Concept, Objectives & Factors Affecting Price of a Product, Pricing Policies and Strategies, Types of Pricing Decisions, Pricing Methods.

Unit-3: Place

[10 L]

Concept, Objectives & Importance of Channels of Distribution of Consumer Goods, Types of Channels of Distribution, Factors Affecting Choice of Distribution Channels.

Unit-4: Promotion

[20 L]

Meaning, Nature & Importance, Tools of Promotion, Concept of Promotion Mix and Factors affecting Promotion Mix, Emerging Trends.

Unit V: Direct Marketing

[15 L]

Features, Functions, Advantages, Disadvantages and Direct Marketing Strategies.

Suggested readings

- Kotler, Keller, Koshy And Jha "Marketing Management" 13th edition Pearson Education
- Kotler "Marketing Management", 8th Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)
- Ramaswamy VS, Namakumari "Marketing Management" 4th Macmillan
- Shukla A.K. "Marketing Management" 2nd edition, Vaibhav Laxmi Prakashan
- Evance & Berman "Marketing Management" 2007, Cenage Learning
- Mcdenial, Lamb, Hair "Principles Of Marketing 2008" Cenage Learning
- William M. Pride and O.C Ferrell: Marketing; Houghton - Mafflin Boston
- Stanton W.J. et al: Fundamentals of Marketing, McGraw H

- Cundiff, Edward W et al: *Basic Marketing - Concepts, Decisions & Strategies*; PHI
- Bushkirk, Richard H: *Principles of Marketing*; Dryden Pren, Illinois
- George E. Belch, Keyoor Purani: *Advertising and Promotion*; Tata McGraw Hill
- George E. Belch, Micheal A. Belch, Keyoor Purani: *Advertising and Promotion*; Tata McGraw Hill.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

PRODUCT & PRICING MANAGEMENT

Paper Code: BASMIN305T

Full Marks: 100

Total Credits: 5 [75 Hours]

TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Unit-1: Product

[20 L]*

Meaning & concept of Product, features, importance, classification, Levels of Product Service: Meaning & features. Classification of Services. Product Mix – length, width depth, consistency, BCG Matrix. PLC – concept, features and strategies, uses and limitations, different shapes of PLC.

Unit-2: New Product Development

[30 L]

New Product – Definition, stages of New Product Development, factors affecting new product development, adoption process, diffusion of industrial innovation. New Product failure- reasons, test marketing – definition, advantages and disadvantages. Meaning & functions of Packaging, packaging strategies, packing notes and packing lists, Package Aesthetics, legal & ethical aspects of packaging, features of good packaging. Concept & Importance of Branding, Brand Selection Process; strategies, brand positioning, brand repositioning strategies, leader positioning and follower positioning.

Unit-3: Pricing

[25 L]

Concept & Importance of Pricing, features of pricing, factors determining effective pricing, process of price setting, pricing objectives and methods, resale price maintenance – concept, advantages, disadvantages, importance of price in consumer buying process, various aspects of service pricing, price cartel, Pricing in Indian context, regulatory price environment.

Suggested Readings

- Kotler and Kellar, *Marketing Management*, Pearson.
- William and Ferrell, *Marketing*, Houghton Mifflin McGraw-Hill.
- Neelamegham, *Marketing in India: Cases and Readings*, Vikas Publishing.
- Majumder, *Product Management in India*, PHI.
- Srivastava, R. K., *product Management & New product Development*, Excel Book.
- Ramaswamy and Namakumari, *Marketing Management*, Macmillan India.
- Srinivasan *Case Studies in marketing: The India Context*, PHI.
- Batra and Myers, *Advertising Management*, Prentice Hall
- Sengupta, *Brand Positioning Strategies for Competitive Advantage*, TMH
- Cundiff, Still and Govoni, *Sales Management*, Prentice Hall
- Rossiter and Percy, *Advertising and Promotion Management*, MacGraw-Hill Sundage,
- Fryburger and Rotzoll, *Advertising Theory and Practice*, AITBS
- Belch and Belch, *Advertising and Promotion*, McGraw Hill

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

INTEGRATED MARKETING COMMUNICATIONS

Paper DSE 2 : Semester 3

Paper Code : BASMIN305T

Full Marks: 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

Credits: 5 [75 Hours]

TOTAL CLASSES: 90 [LECTURE CLASS 60 & TUTORIAL CLASS 15]

Unit-1: [20 L]*

Role of IMC in Marketing Process, Communication process; Effectiveness of Marketing Communications.

Unit-2: [20 L]

Steps involved in developing IMC Programme

Unit-3: [15 L]

Marketing Communications in various stages of Product Life Cycle.

Unit-4: [20 L]

Marketing Communication through Product cues, Marketing Communication through Price cues, Place as a component in Marketing Communication, Promotion as a component in Marketing Communication.

Suggested Readings

- Kotler "Marketing Management", 8th Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)
- Ramaswamy VS, Namakumari "Marketing Management" 4th Macmillan
- Marketing Communication: Principles and Practice By Richard J. Varey
- Integrated Marketing Communications: A Primer By Philip J. Kitchen; Patrick De Pelsmacker
- Excellent Public Relations and Effective Organizations: A Study of Communication
- Management in Three Countries By Larissa A. Grunig; James E. Grunig; David M. Dozier

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

COMPUTER APPLICATION IN SALES AND ADVERTISING-II

Paper 3 : Semester 3

Paper Code : BASSEC303T

Full Marks: 50

Internal Assessment: 30 marks

Semester-end Examinations: 20 marks

Credits: 3 [45 Hours]

TOTAL CLASSES: 45 [LECTURE CLASS 15 & PRACTICAL CLASS 30]

Unit	Topic	Details	Hours
1	Visualisation	Concept and Meaning, Use of Photography, Packaging Visual, Practical	10
2	Lay out Preparation	Principles of Design, Balance, Proportion, Contrast, Eye-Movement, Harmony, Use of Typography, Practical – Layout	10

		Making	
3	Thumbnail Layout	Concept and Meaning, Measurement, Classification, Practical – Layout Making	10
4	Element of Graphic Design	Point, Lines, Planes, Texture, Mass, Sign and Symbol, Practical – Advertise Making	15

Suggested Readings

- Alan Swann, *Creating Dynamic Roughs*, North Light Books
- Dr. Sarojit Dutta, *Advertising Today*, Profile Publishers
- Kazmi and Batra, *Advertising & Sales Promotion*, Excel Book
- S.A. Chunawala & K. C. Sethia, *Foundations of advertising: theory and practice*, Himalaya Publishing House.
- Frank Jenkins, *Advertising*, Pearson Education.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

SEMESTER-4

<u>SEMESTER-4</u>							
BASDSC404T	Advertising-II	5	50	40	10	100	DS-4
BASDSC405T	Public Relations & Publicity	5	50	40	10	100	DS-5
BASDSC406T	Legal Aspects of Marketing & Advertising	5	50	40	10	100	DS-6
BASDSC407T	Personal Selling & Salesmanship	5	50	40	10	100	DS-7
INTERN401M	NCC/NSS/Any other Internship	4**				50	Internship
SEM.4 TOTAL		20				400+50	

ADVERTISING – II

Paper 1 : Semester 4

Paper Code : BASDSC404T

Full Marks: 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

Credits: 5 [75 Hours]

TOTAL CLASSES: 75 [LECTURE CLASS 60 & TUTORIAL CLASS 15]

Unit-1: Media Planning

[10 L]*

The function of media planning in advertising, Role of media Planner, Challenges in media planning, Media planning process, Media planning for consumer goods, Media planning for industrial goods,

Unit-2: Importance of Media Research in planning

[15 L]

Sources of media research, Audit Bureau of Circulation, Press Audits, National readership survey/IRS, Businessmen's readership survey, Television, Audience measurement, TRP, National television study, ADMAR satellite cable network study, Reach and coverage study, CB listenership survey.

Unit-3: Selecting suitable media options

[10 L]

TV, Radio, Magazine, Newspapers, Pamphlets and brochures, direct mail, outdoor media.

Unit-4: Criterion for selecting media vehicles

[10 L]

Reach, Frequency, GRPS, Cost efficiency, Cost per thousand, Cost per rating, Waste Circulation, Pass-along rate (print).

Unit-5: Media Timing

[05 L]

Flight, Pulsing, Scheduling; Scheduling and budget allocation.

Unit-6: Evaluation of Advertising Effectiveness

[10 L]

Importance And Difficulties, Methods of Measuring Advertising Effectiveness

i) According To Time (Pre And Post Testing) ii) According to Objective (Communication And Sales) iii) According to technique (experiment And Survey), Pre-testing Method i) Measuring Consumer Awareness ii) Direct Mail Test iii) Mechanical Method iv) Psychological Scoring Method v) Sales Experiment, Post-testing Method i) Recognition Method ii) Recall Test iii) Attitude Change Rating iv) Sales Test v) Enquiry Test

Unit-7: Advertising Agency

[15 L]

Their role and importance in Advertising, Broad Functions i. As consultant to clients ---Formulation of Advertising Campaigns ii. Placing of Advertising, Reasons for having advertising Campaigns, Advertising Agencies i. Organization Pattern – Organization structure, Function ii. Definition of Different Departments- Plan Board , Creative Services, Marketing Services, Account Management , Finance • Range Of Other Services offered • Selection of Advertising Agency i. Factors Considered ii. Steps in Selection • Agency Commission and Fee.

Suggested Readings

- Jack Z Sissors and Jim Surmanek, *Advertising Media Planning*-crain books 1976
- James R Adams, *Media Planning-Business books* 1977
- *Advanced M.P.-John R Rossister, Kluwer Academic publications* 1998
- *Advertising M.P. , Jack Z Sissors, McGraw Hill 6th Edition*
- *Promotion- Stanley*
- *Advertising And Sales Promotion - S H Kazmi, Satish K Batra*
- *Advertising Management 5/E 5th Edition (English, Paperback, David A. Aaker, John G. Myers, Rajeev Batra)*
- *Advertising Management: Concepts and Cases Manendra Mohan, Tata McGraw-Hill Education.*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

PUBLIC RELATIONS & PUBLICITY

Paper 2 : Semester 4

Paper Code : BASDSC405T

Full Marks: 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

Credits: 5 [75 Hours]

TOTAL CLASSES: 75 [LECTURE CLASS 60 & TUTORIAL CLASS 15]

Unit-1: Public relations (PR)

[10 L]*

Meaning; features, growing importance, role in marketing.

Unit-2: Major tools of public relations

[20 L]

News, Speeches, Special Events, handouts and leaflets, audio – visual, public service activities, miscellaneous tools.

Unit-3: Public Relations Strategies

[20 L]

Marketing Public Relations, Major Decisions in Marketing PR

Unit-4: Publicity

[25 L]

Meaning, Goals, Importance, The Power of Publicity, The Control and Dissemination of Publicity, Advantages and Disadvantages of Publicity, Measuring the Effectiveness of Publicity, PR Vs Publicity

Suggested Readings

- *Publicity and Public Relations (Barron's Business Library) Paperback – Bargain Price, January, 2001 by Dorothy I. Doty (Author), Marilyn Pincus (Author)*
- *Public Relation Today (In the Indian Context)- Subir Ghosh (Rupa & Co.)*
- *Public Relations- Moore & Kalupa (Surjeet Publications)*
- *Spinglish: The Definitive Dictionary of Deliberately Deceptive Language by Henry Beard*
- *The PR Masterclass: How to Develop a Public Relations Strategy that Works! by Alex Sing*
- *A Framework for Marketing Management- Philip Kotler and Kevin Lane Keller (Pearson)*
- *Advertising and Promotion: An IMC Perspective-Belch, Belch and Purani (McGrawhill)*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

LEGAL ASPECTS OF MARKETING & ADVERTISING

Paper 3 : Semester 4

Paper Code : BASDSC406T

Full Marks: 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

Credits: 5 [75 Hours]

TOTAL CLASSES: 75 [LECTURE CLASS 60 & TUTORIAL CLASS 15]

Unit-1:

[10 L]**

The Consumer Protection Act 1986: Features, Rights and Responsibilities of Consumers, Redressal Mechanism • Environment Protection Act 1986: Features, Offences, Prevention and Control of Environment Pollution. • The Essential Commodities Act Features, Essential Commodities, Control of Production, Supply and Distribution of Commodities, Public Interest.

Unit-2:

[20 L]

The Prevention Of Food Adulteration Act 1951: Features, Adulteration of Food and Penalties, The Drugs And Magic Remedies (Objectionable Advertisement) Act 1954: Advertisements related to Self Medication and Harmful Drugs, Prohibition of False Claims, The Bureau of Indian Standards Act 1986 : Features, Procedure For BIS Standards, Offences And Penalties, The Agricultural Produce Grading And Marketing Act (AGMARK) 1937: Features, Offences And Penalties.

Unit-3:

[20 L]

The Trademarks Act 1999: Features, Trademarks, Offences And Penalties, The Patents Act 1970 : Features, Patents, Offences And Penalties • The Information Technology Act 2000: Features, Digital Signature, Digital Signature Certificate And Certifying Authorities.

Unit-4:

[10 L]

The Standards of Weights and Measures Act 1976: Features, rules applicable to Retail Business, The Packaging Rules: Rules Related to only Small And Retail Products, The Competition Act : Features, and Regulatory Framework for Retail Business.

Unit-5:

[05 L]

Legal and Ethical Aspects of Sales Promotion, Public Relations

Unit-6:

[10 L]

Advertising Regulations Agencies, Advertising Regulations

Suggested readings

- Datey V.S. "Student guide to Economic laws" 2010 Taxman publication
- Agnihotri Anurag & Mohanty Pratap "Economic Regulations of Domestic and Foreign Exchange Markets- Recent policy changes and Problems" Book age Publications, New Delhi Promotion by Stanley.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

PERSONAL SELLING & SALESMANSHIP

Paper 4 : Semester 4

Paper Code : BASDSC407T

Full Marks: 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

Credits: 5 [75 Hours]

TOTAL CLASSES: 75 [LECTURE CLASS 60 & TUTORIAL CLASS 15]

Unit-1 : Personal Selling – An Overview

(20 L)*

Nature and importance of personal selling; myths of selling, difference between personal selling, salesmanship and sales management, characteristics of a good salesman, Functions of a salesperson, qualities of an effective sales person, types of selling situations, types of salespersons, career opportunities in selling, measures for making selling an attractive career.

Unit-2 : Buying Motives – Different Theories

(10 L)

Buying motives and their uses in personal selling, concept of motivation, dynamic nature of motivation, Maslow's Need Hierarchy Theory, AIDAS Theory of Selling, right set of circumstances theory, buying formula theory.

Unit-3 : The Selling Process

(20 L)

The selling process; Pre-approach-acquiring product knowledge, competition and market knowledge; Identifying and qualifying prospects-sources of prospecting, conditions for Qualification, Opening a sale – methods of approaching; Sales presentation – strategies and methods; Sales demonstration – planning effective demonstration, use of sales tools, Handling objections – types of objections, determining hidden objections, strategies for handling objections, Closing a sale-trial close, closing techniques, Follow up.

Unit-4: Different Sales Documents

(10 L)

Sales Reports; reports and documents; sales manual; Order Book, Cash Memo, Tour Diary, Daily and Periodical Reports, Ethical aspects of Selling.

Unit-5: Sales Management

(15 L)

Objective of sales management, role of a sales manager; managing sales force – recruitment, selection, training, compensation and evaluation of sales force, Sales Territory Coverage; Concept, reasons for establishing sales territories, procedures for setting up sales territories.

Suggested Readings

- Sapiro, Stanton, Rich, *Management of the Sales Force*, McGraw Hill.
- Rusell, F.A. Beach and Richard H. Buskirk, *Selling; Principles and Practices*, McGraw Hill.
- Futrell, Charles, *Sales Management; Behaviour, Practices and Cases*, The Dryden Press.
- Still, Richard R., Edward W. Cundiff and Norman A.P. Govoni, *Sales Management, Decision Strategies and Cases*, Prentice Hall of India Ltd., New Delhi.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

SEMESTER-5

<u>SEMESTER-5</u>							
BASDSC508T	Retail Business Management	5	50	40	10	100	DS-8
BASDSC509T	Sales Force Management-I	5	50	40	10	100	DS-9
BASDSC510T	Logistic Operations & Supply Chain Management	5	50	40	10	100	DS-10
BASDSC511T	Globalization and International Marketing	5	50	40	10	100	DS-11
SEM.5 TOTAL		20				400	

RETAIL BUSINESS MANAGEMENT

Paper 1 : Semester 5

Discipline Specific Course

Paper Code :BASDSC508T

Full Marks: 100

Internal Assessment: 50 marks; Semester-end Examinations: 50 marks

Credits: 5 [75 Hours]

TOTAL CLASSES: 75 [LECTURE CLASS 60& TUTORIAL CLASS 15]

Unit-1: Retailing

[20 L]*

Concept, Scope and Retail Management. Theories of Retail Development (Wheel of Retailing, Retail Accordation, Melting Pot Theory, Polarisation Theory). Contribution of Retailing to Indian Economy. Retail Environment in India, Foreign Direct Investment (FDI) In Retail, Changing Scenario of Retail business In India.

Unit-2: Retail Strategy

[20 L]

Definition, Importance, & Future of Retail Market Strategy. Developing and Applying Retail Strategy. Types of Retailing Formats: Super Market, Hyper Market, Departmental Stores, Convenience Stores, Catalogue Retailers. Non-Stores Retailing: Vending Machine, Door To Door selling, Mail Order Business. E-Retailing : Credit Card Transaction, Smart Card and E-Payment, Retailing of Services.

Unit-3: Retail Location

[20 L]

Meaning, Importance, Process and Factors Affecting Location,

Merchandising: Concept, Importance, Factors Affecting Buying Decision, Role and Responsibilities of Merchandising.

Unit-4: Franchising

[15 L]

Definition, Types and Evolution. Franchising Law in India.

Outsourcing: Definition, Scope and Importance. Introduction of the Concept of VAT in Retailing. CRM in Retail: Concept, Types of CRM, Application of CRM in Retailing, Strategic Framework for CRM in Retail.

Suggested Readings

- Ramaswamy VS, Namakumari "Marketing Management" Macmillan
- Marketing Management by Philip Kotler, 8th Edition
- Gibson & Vedamani "Retail Management" Jayco Books
- Bajaj, Tuli, & Srivastava "Retail Management" Oxford University Press
- Berman Barry & Evance J.R "Retail Management" Prentice Hall India
- Jain J.N. & Singh P.P "Modern Retail Management – Principal And Techniques" Regal Publications
- Madan K.V.S "Fundamentals of Retailing" Mcgraw-Hill
- Swapna Pradhan "Retailing Management- Text And Cases" Tata Mcgraw-Hill, Peelen Ed "Customer Relationship management 2009" Pearson Education
- Gilbert D "Retail Management" Pearson Education
- George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
- Barry Berman, Joel R Evans- Retail Management; A Strategic Approach
- Sales Management by Still, Cundiff, Govoni.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

SALES FORCE MANAGEMENT-I

Paper 2 : Semester 5

Discipline Specific Course

Paper Code :BASDSC509T

Full Marks: 100

Internal Assessment: 50 marks; Semester-end Examinations: 50 marks

Credits: 5 [75 Hours]

TOTAL CLASSES: 75 [LECTURE CLASS 60& TUTORIAL CLASS 15]

Unit	Detailed	Hours
1	CONCEPT, IMPORTANCE OF SALES FORCE MANGEMENT Introduction to sales force and its management, The Field of Sales Force Management, Importance of Sales Force, Sales Force Organisation, Advantages and disadvantages of Sales Force	10
2	FUNCTIONS OF SALES FORCE A. Planning of functions Setting the sales objective, Designing the sales program, Formulating policies, Designing and developing the sales organisation, Participating in the marketing planning function. B. Operating functions I. Managerial Functions of sales force Recruitment, Selection, Training, Development, Compensation, Motivation, Direction, Control, Territory management. II. Establishing working relationship with other departmental heads	15

	III. Establishing communication systems – both upward and downward IV. Establishing relationship and distributive network	
3	<u>RECRUITMENT & SELECTION</u> A. Recruitment Definition, Recruitment sources – advertisement, Employment agencies, educational institution, Salesmen of non-competitor companies, Salesmen of competing companies, Internal transfer, Profiling and Recruiting Salespeople, Recommendations of present salesmen B. Selection Definition, importance and need for selection, Selection policy decision, selection tools, difficulties to be encountered in selecting the right personnel, different types of interview, Hiring of Sales people.	15
4.	<u>TRAINING & DIRECTIONS</u> A. Training Need for training, objectives of training, advantages of good training, deciding training content, selecting training methods, organisation for sales training, evaluation of training, informal training B. Direction Essence of sales leadership, Sales Manager's leadership roles, individual leadership skills	10
5	<u>SALES FORCE SIZE</u> Definition, Need for determining size, Models available to aid or assist in determination of right size, viz., marginal model and sales potential model, limitations of determining sales force size.	5
6	<u>SALES CONTROL & MARKET ANALYSIS</u> A. Sales Control Nature, Objectives, Process, Difficulties B. Market analysis Past trend sales and trend method, Market test method, Market factor analysis	5
7	<u>APPRAISAL OF PERFORMANCE</u> Need for appraisal of performance, some basic issues involved in appraisal of performance, viz., evaluation based on qualitative vis-a-vis quantitative data, comparison of the results of evaluation, problems of determining standard of performances, periodicity of evaluation, company database as a basis of developing the system of evaluation, etc., Performance standards, viz., sales quotas, sales coverage, effectiveness index, sales expense ratio, net profit ratio or gross margin rates per territory, call frequency ratio, calls per day, average cost per call.	10
8	<u>FORECASTING AND BUDGETING</u> A. Sales Forecasting Definition, importance, factors governing sales forecast (brief), limitations B. Methods of Forecasting Composite sales force opinion method, Executive opinion method, User's expectation method, Expert's opinion method C. Why is it not possible to get accurate forecasting for next year sales?	5

Suggested Readings

- *Management of Sales Force, 12th Edition, by Spiro, Stanton and Rich; McGrawHill Irwin Publisher*
 - *Sales Management, Cundiff, Still & Govoni; PHI, New Delhi*
 - *Principles of Management, Kotler, Pearson Edition*
- ©Undergraduate Board of Studies in Commerce, West Bengal State University.**

- Marketing Management, Saxena, Tata McGraw Hill
- Selling and Sales Management, Tata McGraw Hill.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

LOGISTICS OPERATIONS & SUPPLY CHAIN MANAGEMENT

Paper 3 : Semester 5

Discipline Specific Course

Paper Code :BASDSC510T

Full Marks: 100

Internal Assessment: 50 marks; Semester-end Examinations: 50 marks

Credits: 5 [75 Hours]

TOTAL CLASSES: 75 [LECTURE CLASS 60& TUTORIAL CLASS 15]

Unit-1: Concept; Origin of the term, definition, Functions, Importance.	[10 L]*
Unit-2: Historical Developments	[10 L]
Unit-3: Business Process Integration	[10 L]
Unit-4: Concept of Supply Chain Network	[10 L]
Unit-5: Components of Supply Chain Management, Reverse Supply Chain.	[10 L]
Unit-6: Global Application	[10 L]
Unit-7: Skills, Competencies, Roles and Responsibilities of SCM professionals	[10 L]
Unit-8: Logistics and SCM	[05 L]

Suggested Readings

- *Essentials of Supply Chain Management by Micheal Hugos*
- *Logistics and Supply Chain Management by Martin Christopher*
- *Supply Chain Management: Strategy, Planning and Operations by Sunil Chopra*
- *Productions and Operations Management by P. Chari*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

GLOBALISATION AND INTERNATIONAL MARKETING

Paper 4 : Semester 5

Discipline Specific Course

Paper Code : BASDSC511T

Full Marks: 100

Internal Assessment: 50 marks; Semester-end Examinations: 50 marks

Credits: 5 [75 Hours]

TOTAL CLASSES: 75 [LECTURE CLASS 60& TUTORIAL CLASS 15]

Unit-1: Meaning and contents of Globalization **[15 L]***

First and second phases of modern-economic globalization. Benefits of globalization, expansion of markets, freer movement of goods, services and factors (labour and capital).

Unit-2: International Marketing **[15 L]**

Concept, Evolution, Importance and Process, International Marketing Research, International Marketing Information Systems, Market Analysis. Opportunities and Challenges in International Marketing, Future Prospects of International Marketing, India's Presence in International Marketing.

Unit-3: Scanning International Marketing Environment [15 L]

Economic, Financial, Political, Technological, Legal and Cultural. Entering International Markets: Concepts, Modes and Factors.

Unit-4: International Trade Organization [15 L]

WTO, RTA, SAARC, ASEAN, BRICS and European Union. International Marketing Strategies.

Unit-5: Selection of Retail Market [15 L]

Study and Analysis of Retailing in Global Setting, Internationalization of Retailing and Evolution of International Retailing Methods of International Retailing.

Suggested Readings

- Kotabe M, Helsen K. "Global Marketing Management" Wiley, Jhon & Sons, Inc
- Nargundkar Rajendra "International Marketing" Excel Books
- Joshi Rakesh Mohan "International Marketing" Oxford University Press
- Kotabe, Pelose, Gregory And Helson "International Marketing Management" Wiley,
- John & Sons, Inc
- McCarthy J.E: Basic Marketing - a Managerial Approach; McGraw Hill, New York.
- S.A. Sherlekar: Marketing Management, Himalaya
- Govindarajan: Marketing Management: Concepts, Cases, challenges & Trends, PHI.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

SEMESTER-6

<u>SEMESTER-6</u>							
BASDSC612T	Product and Brand Management	5	50	40	10	100	DS-12
BASDSC613T	Introduction to Business Research	5	50	40	10	100	DS-13
BASDSC614T	Sales Force Management-II	5	50	40	10	100	DS-14
BASDSC615T	Internship	5	50	40	10	100	DS-15
INTERN601M	NCC/NSS/Any other Internship	4**				50	Internship
SEM.6 TOTAL		20				400	

PRODUCT AND BRAND MANAGEMENT

Paper 1 : Semester 6

Subject Code :BASDSC612T

Total No. of Credits - 05

Full Marks 100

[Internal Assessment: 50 Marks Semester-End Examination: 50 Marks]

TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit	Topic	Details			Hours
------	-------	---------	--	--	-------

1	Product	Concept, Features, Levels of Product, Importance, Classification, Product Mix, PLC- concept & strategies, Product-line related policies & strategies, Product differentiation	20**
2	New Product Development	Concept & definition, New product – definition, Role of new product development, stages & factors affecting new product development, new product failure, new product adoption process & diffusion process	15
3	Packaging	Concept, role and importance, function, strategies, difference between packing & packaging, essential features of a good packaging, packing lists, packing notes, labelling, legal aspects of packaging	15
4	Branding	Concept, types, advantages and disadvantages, brand name, brand mark, trade mark, selecting the brand name, difference between packaging and branding, branding strategies, brand personality, brand equity, brand extension, brand rejuvenation, brand loyalty	15
5	Positioning	Concept, product positioning, brand positioning, repositioning, Customer Relationship Management, Industrial Marketing	10

Suggested Readings

- *Marketing Management, Philip Kotler, Prentice Hall, New Delhi*
- *Product Management in India – RamanujMajumdar, Prentice Hall, New Delhi*
- *Marketing Management – Ramaswamy&Namakumari, Mcmillian India, New Delhi*
- *Fundamentals of Marketing – Stanton, Etzel& Walker, McGrawHill, New York.*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

INTRODUCTION TO BUSINESS RESEARCH

Paper 2 : Semester 6

Paper Code: BASDSC613T

Full Marks: 100

Total Credits:5 [75 Hours]

**TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]
[Internalassessment – 50 Marks;Semester-endExamination–50 Marks]**

Unit-1:Introduction to Research Methodology, Research Process and Design

Definition, Meaning, Objectives and Categories of Research, Features of good research studies, Types of Research Studies, Scientific & non-scientific methods, Research Methods & Research Methodology, Research Problem formulation and statement of research objectives – definition, selection of the problem – techniques involved; Meaning,

©Undergraduate Board of Studies in Commerce, West Bengal State University.

need, features of Research Design.

[15 L]*

Unit-2: Sampling Design & Measurement Scales

Some Fundamental Definitions and Need for Sampling, Different types of sampling, Basic concepts of statistic, parameter, Standard Error, Important Sampling Distributions. Concept, meaning and definition of measurement and scaling. Types of data and measurement scales- nominal, ordinal, interval and ratio. Concept of reliability and validity–Basic Concept.

[10 L]

Unit-3: Methods of Data Collection and Data Analysis

Concept of Primary data and secondary data. Methods of Collection of Primary Data. Questionnaire Designing. Data Presentation – Tabulation, Charts and Diagrams, Concept of outlier, Detection and Prevention, Reliability and Validity of Data, Data Analysis – Basic Concept, Descriptive Statistics – Measures of Central Tendency, Measures of Dispersion, Grouped Frequency Distribution, Cross-Tabulation, univariate and multivariate data analysis.

[10 L]

Unit-4: Tests of Hypotheses

Concept of Null hypothesis, alternative hypothesis, Type-I error, Type-II error, level of significance and power of a test. Parametric tests (considering univariate single/two /three population setup), Z-test, t-test, F-test. Non-parametric tests - χ^2 test, ANOVA, Post-hoc Analysis.

[15 L]

Unit-5: Interpretation and Report Writing

Interpretation – Meaning, techniques, precaution, significance of Report Writing, Steps in Writing Report, Layout and Types of the Research Report, Oral Presentation, Precautions, Procedure of writing Bibliography, Use of Computer & Computer Technology.

[15 L]

Unit-6: Research and Publication Ethics

Research Ethics – Concept, Principles of Research Ethics, Components of Research Ethics, Plagiarism, Predatory Publications, role of UGC CARE and other regulatory bodies, Publication Ethics, DOAJ, DOI, Impact Factor.

[10 L]

Suggested Readings

- Krishnaswamy, K.N., Sivkumar, K.I., Mathirajan, M., *Management Research Methodology*, Pearson Education.
- Cooper, Donald R., Schindler Pomde S., *Business Research Methods*, Tata McGraw Hill.
- Kulkarni, M.V., *Research Methodology*, Everest Publishing House.
- Kothari, C.R., *Research Methodology – Methods & Techniques*, New Age Intl.
- Dhar, Pranam, *Research & Publication Ethics*, Success Mantra Publications.
- Ahuja, Ram., *Research Methods*, Rawat Publications.
- Russell, Ackoff, L., *The Design of Social Research*, University of Chicago Press.
- Wilkinson, T.S. and Bhandarkar, P.L., *Methodology and Techniques of Social Research*, Himalaya Publishing House.
- Goon, A.M. Gupta, M.K. and Dasgupta, B., *Fundamentals of Statistics*, The World Press.
- Johnson, Richard A., Wichers, Dean W., *Applied Multivariate Statistical Analysis*, Pearson Education.
- Bennet, R: *Management Research*, ILO, Geneva
- Fowler, Floyd J. Jr., *Survey Methods*, Sage Publication, New Delhi
- Fox, J.A. and P.E. Tracy: *Randomized Response: A Methods of Sensitive Surveys*, Sage Publication, New Delhi
- Gupta, S.P. *Statistical Methods*, Sultan Chand, New Delhi.
- Golden, Biddle, Koren and Karen D. Locke, *Composing Qualitative Research*, Sage Publication, New Delhi.

*L = 1 Lecture Hour

** Includes Tutorial Hours

.....

SALES FORCE MANAGEMENT-II

Paper 3 : Semester 6

Paper Code: BASDSC614T

Full Marks: 100

Total Credits:5 [75 Hours]

**TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]
[Internal assessment – 50 Marks; Semester-end Examination–50 Marks]**

Unit-1: Sales Force Size

[10 L]*

• What is sales force size? • Need for determining size • Models available to aid and assist determination of right – size, Viz marginal Model and sales potential model • Limitations of determining sales force size.

Unit-2: Organisation of Sales Department

[10 L]

• Need for sales organization • Developing a sales organization • Basic types of organization, viz. Line and staff • Geographic product and market based sales organization.

Unit-3: Sales Planning and Control

[20 L]

A. Nature and importance of sales planning

B. Sales control

• Nature • Objectives • Process • Difficulties

C. Market analysis

D. Sales Forecasting

Definition, Importance, Factors governing sales forecasting, Limitations.

E. Methods of forecasting

• Composite sales force opinion method • Executive opinion method • User's expectation method • Experts opinion method • Part trend sales and trend method • Market test method • Market factor analysis

Unit-4: Sales Budget

[10 L]

• Meaning and importance of sales budget • Use of sales budget • Methods of sales budgeting, Rules of thumb ii. Competitive parity method iii. Objective and task method iv. Zero based budgeting • Preparation of sales budget i) Review and analysis of marketing environment ii) Overall objectives iii) Preliminary plan for allocation of resources • Budget implementation: establishment of feedback mechanism.

Unit-5: Sales Territory

[15 L]

i. Concept of sales territory ii. Reasons for establishing or reviewing sales territory iii. Determination of basic control unit for territorial boundaries iv. Deciding in allocation criteria v. Choosing a starting point vi. Combining of adjacent units vii. Assigning territories to sales people viii. Approaches commonly used for designing sales territory Viz. Market build up approach, the work load approach

Unit-6: Sales Quota

[10 L]

i. Meaning and importance of sales quota ii. Objectives iii. Types iv. Advantages and disadvantages v. Administration vi. Uses

Suggested Readings

- *High-Profit Selling: Win the Sale Without Compromising on Price* by Mark Hunter
- *Personal Selling & Salesmanship* by Still & Cundiff

©Undergraduate Board of Studies in Commerce, West Bengal State University.

- *The Sales Development Playbook: Build Repeatable Pipeline and Accelerate Growth with Inside Sales* by Trish Bertuzzi
- *Snap Selling: Speed Up Sales and Win More Business with Today's Frazzled*
- *The Challenger Customer: Selling to the Hidden Influencer Who Can Multiply Your*
- *Results* by Brent Adamson, Matthew Dixon, Pat Spanner, and Nick Tolman
- *Cracking the Sales Management Code* by Jason Jordan
- *Solve for the Customer: Using Customer Science to Build Stronger Relationships and Improve Business Results* by Denis Pombriant
- *Disrupting Digital Business: Create an Authentic Experience in the Peer-to-Peer Economy* by R "Ray" Wang
- *CRM at the Speed of Light* by Paul Greenberg
- *Sales Management: Concepts, Practices and Cases-* Johnson, Kurtz, Scheuing, McGraw Hill Inc.
- *Sales Management : Still*, Cundiff, Govoni

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

INTERNSHIP

Paper 4: Semester 6

Paper Code: BASDSC615T

Full Marks: 100

Total Credits: 5 [75 Hours]

**TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]
(Report 80 Marks + Viva 20 Marks)**

Each student of the Course shall undergo Practical Internship of four weeks during the fifth semester in an approved Business/Industrial/Govt./Service organization. The objective of this training is to make the student acquainted with the industrial /business working environment. After completion of the training they will have to submit two copies of training report duly endorsed by the organisation. The internship report will carry 100 marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the fifth semester. It is to be submitted by the date fixed by the College.

The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.

The Head of the organisation imparting training shall furnish a confidential report regarding attendance and an assessment of the performance of every student duly endorsed by the guide from the organisation to the Principal of the College concerned which will be taken into account at the time of final evaluation/viva-voce examination.

Report Content

- _ History & Structure of the Organisation
- _ Broad functions of the organisations
- _ Functions of different departments of the organisation
- _ Interdepartmental relationship
- _ Functions of the departments worked in
- _ Job Description in details
- _ Practical Gains from the training
- _ Realisation
- _ Conclusion.

SEMESTER-7

SEMESTER-7							
BASDSC716T	Entrepreneurship Development	5	50	40	10	100	DS-16
BASDSC717T	Marketing of Services	5	50	40	10	100	DS-17
BASHSM701T	Rural Marketing & International Marketing	5	50	40	10	100	SM-1
BASHSM702T	Digital Marketing	5	50	40	10	100	SM-2
SEM.7 TOTAL		20				400	

ENTREPRENEURSHIP DEVELOPMENT

Paper Code: BASDSC716T

Full Marks: 100

Total Credits:5 [75 Hours]

TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit-1: Introduction

[15 L]*

Meaning, and importance of entrepreneurship, Meaning and Definition of Entrepreneurs, Characteristics of Entrepreneurs, functions of entrepreneurs, Entrepreneur vs. Manager, Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship, creativity and entrepreneurships, steps in creativity.

Unit-2: Sustainability of Entrepreneurship

[15 L]

Public and private system of stimulation, support and sustainability of entrepreneurship; Role of Central Government and State Government in promoting entrepreneurship; Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups; concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

Unit-3: Sources of business ideas and tests of feasibility

[15 L]

Significance of writing the business plan/ project proposal; Contents of business plan/ project proposal; Designing business processes, location, layout, operation, planning & control; preparation of project report; Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

Unit-4: Mobilization of Resources

[10 L]

Mobilizing resources for start-up -- Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Basic start-up mistakes/ problems.

Unit-5: Project Report

[20 L]

Introduction, Idea Selection, Selection of Product/Service, Aspects of a Project, Phases of a Project, Project Report, Contents of a Project Report, Project Report Preparation, SWOC Analysis, EIA, Financing aspects of a Project.

Suggested Readings

- Kuratko and Rao, *Entrepreneurship: A South Asian Perspective*, Cengage Learning.
- Robert Hisrich, Michael Peters, Dean Shepherd, *Entrepreneurship*, McGraw-Hill Education
- Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Himalaya
- Holt, *Entrepreneurship: New Venture Creation*, Pearson
- Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi: ASEED.

©Undergraduate Board of Studies in Commerce, West Bengal State University.

- SS Khanka, *Entrepreneurial Development*, S. Chand & Co, Delhi.
- K Ramachandran, *Entrepreneurship Development*, McGraw-Hill Education
- Reddy, *Entrepreneurship: Text & cases*, Cengage Learning.

*L = 1 Lecture Hour

** Includes Tutorial Hours

MARKETING OF SERVICES

Paper Code: BASDSC717T

Full Marks: 100

Total Credits:5 [75 Hours]

**TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]
[Internal assessment – 50 Marks; Semester-end Examination–50 Marks]**

Unit-1: Retailing – Roles, Relevance & Trends

[15 L]*

What is Retailing?-Functions of Retailing-Retail Strategy-Theories of Structural Change in Retailing-Retail Strategies with respect to specific product categories. Why do people shop?-Factors affecting consumer Decision Making-Stages of Consumer Decision Process-Consumer Decision Rules, Retail Marketing and Services Marketing.

Unit-2: Marketing Mix in Retailing

[15 L]

Product Management-Brand Management and Retailing-constraining factors-Category Management, Retail category management, External influences on Retail Pricing Strategies-Retail Pricing Objectives-Retail Pricing Objectives-Retail Pricing Approaches and Strategies, Selection of Promotion Mix-Advertising-Media Selection-Sales Promotion-Personal Selling-Relationship Marketing in Retailing, Retail distribution Channel.

Unit-3: Retail Space Management

[15 L]

Retail Location strategy-Store Space Management-Atmosphere of Internet Retailing, What is e-Marketing?-Strategy and Performance-Strategic Planning of e-Marketing-e-Business Models-e-Marketing Planning Process.

Unit-4: Introduction to Services

[15 L]

Services Vs. Customer Service, Tangibility Spectrum, Differences in Goods vs Services Marketing: Intangibility, Heterogeneity, Inseparability, Perishability, Challenges Confronted by Service Sector: Infrastructure, Technology, Employees, Consumers, Competition, Suppliers, Service Management: Traditional Marketing Mix, Expanded Marketing Mix of Services, People, Physical Evidence, Process, Expanded Mix for Services.

Unit-5: Customer Expectations of Service

[15 L]

Meaning and type of Service Expectations, Level of Expectations, The Zone of Tolerance, Factors that Influence Customer Expectations of Service: Sources of Desired Service Package, Facilitator, Socializer, Differentiator; Framework for Understanding Servicescape Effects on Behaviour: The Underlying Framework, Behaviours in the Servicescape, Internal Responses to the Servicescape, Environmental Dimensions of the Servicescape, Concept of Service blue printing.

Suggested Readings

- *Retail Management*, Swapna Pradhan, McGraw Hill
- *Retail Management – A Strategic Approach*, D. R. Brman & J. R. Evans, Pearson
- *Services Marketing*, Zeithaml & Bitner, Tata McGraw Hill
- *Services Marketing*, Vinnie Jauhari & Kirti Dutta

*L = 1 Lecture Hour

** Includes Tutorial Hours

RURAL MARKETING & INTERNATIONAL MARKETING

Paper Code: BASHSM701T

Full Marks: 100

Total Credits: 5 [75 Hours]

TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Unit-1: Rural Marketing – An Overview

[15 L]**

Concept, scope and importance, rural vs. urban marketing, Current trends in Rural Markets in India. Characteristics, Attitude and Behaviour, Buying patterns and factors influencing rural consumer.

Unit-2: Rural Products & Organisations – Different Types

[15 L]

Types of products – seeds, fertilizers, agro chemicals and their markets, Role of Government and other Organizations in Marketing Agricultural Products. Types of Co-operative marketing, Structure of co-operations, Problems of Rural Marketing and Agricultural Marketing.

Unit-3: International Marketing – An Overview

[10 L]

Definition of international marketing, domestic vs. international marketing, process of internationalization, EPRG framework.

Unit-4: International Marketing Environment

[10 L]

Economic -cultural – culture and its characteristics, influence of culture on consumption decisions, political and legal environment.

Unit-5: International Marketing Strategy & Documentation

[25 L]

International product life cycle, branding, Promotion strategies, standardization versus adaptation; Distribution: methods of entry into foreign markets, foreign market channels; International pricing methods: transfer pricing, dumping, countertrade, factors affecting pricing. Process of importing and exporting; Documentation: certificate of origin, bill of lading, letter of credit.

Suggested Readings

- J, Paul & R, Kapoor, *International Marketing*, TMH.
- Vasudeva: *International Marketing*: Excel Books.
- Cherulinam: *International Marketing*: Himalaya.
- Mathur, U.C., *Rural Marketing*, Excel Books.
- Mamoria, *Agricultural Marketing*, Himalaya Publishing House.
- Rajagopal, *Management of Rural Business*, Wheeler.

*L = 1 Lecture Hour

** Includes Tutorial Hours

DIGITAL MARKETING

Paper Code: BASHSM702T

Full Marks: 100

Total Credits: 5 [75 Hours]

TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]
[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Unit-1:

[20 L]

Fundamentals of Digital Marketing & its significance, Traditional Marketing Vs. Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence with respect to Digital Marketing.

Unit-2:

[20 L]

The Digital users in India, marketing strategy – Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital Advertising Market in India, Skills in Digital Marketing, Digital Marketing Plan.

Unit-3:

[20 L]

Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing.

Unit-4:

[15 L]

Display advertising, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important Ad terminology, Programmatic Digital Advertising.

Suggested Readings

- *Digital Marketing – Kamat and Kamat, Himalaya*
- *Marketing Strategies for Engaging the Digital Generation. D. Ryan,*
- *Digital Marketing V. Ahuja, Oxford University Press*
- *Digital Marketing, S. Gupta, McGrawHill*
- *Quick win Digital Marketing, H. Annmarie, A. Joanna, Paperback edition.*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

SEMESTER-8

SEM.8							
BASDSC818T	Business Ethics & Corporate Governance	5	50	40	10	100	DS-20
BASDSC819T	Social Media Marketing	5	50	40	10	100	DS-21
BASDSC820T	Supply Chain Management	5	50	40	10	100	DS-22
BASDSC821T	Project Work	5	50	40	10	100	DS-23
SEM.8 TOTAL		20				400	

BUSINESS ETHICS & CORPORATE GOVERNANCE

Paper Code: BASDSC718T

Full Marks: 100

Total Credits:5 [75 Hours]

TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Module	Module Content	Module Wise Duration
I	<u>An Overview of Business Ethics</u> • Definition and Concept of Ethics, Morals and Values; Ethics and Indian Ethos; Indian Ethos and Games • Business Ethics; Characteristics of Business Ethics; Need and Importance of Business Ethics; Sources of Business Ethics; Causes of Unethical Behavior and Ethical Abuses Guidelines for developing Code of Ethics; Cost of Ethics in Corporate Ethics Evaluation; Ethics and Profitability; Ethics Committee; Work ethics; Public Good	15 L
II	<u>Ethics Theories and Dilemmas</u> • Ethical Theories: Deontological Theory, Teleological Theory, Utilitarian Theory, Virtue Theory, Modern Virtue Theory, Justice Theory, Theory of Egoism, Theory of Relativism, Friedman's Economic Theory, Gandhian Approach in Management and Trusteeship in Modern Business • Ethics Analysis: Hosmer Model Ethical Dilemmas in Business, Right versus Right and Right versus Wrong Ethical Dilemma, Concepts like – Conflict of Interest, Self - Serving Bias, Moral Equilibrium	15 L
III	<u>Ethics in Management and Corporate Frauds: Case Studies</u> • Marketing and Advertising • Production • Finance and Accounting and so on Ethics for Managers: Comparative Ethical Behaviour of Managers Impact of Ethics on Competitive Business Strategy Role of International Trade and Business Organizations in developing Business Ethics Ethical Issues in the Indian Context and Case Studies with special emphasis on corporate frauds: • Accounting Frauds • Bank Frauds • Employee Frauds Preventive Measures adopted to Curb Frauds	15 L
IV	<u>Conceptual Framework of Corporate Governance</u> • Conceptual Framework of Corporate Governance • Meaning and features of Corporate Governance; Evolution of Corporate governance; Principles of Corporate Governance; Importance of Corporate Governance; Elements of Good Corporate Governance • Theories and Models of Corporate Governance; Green Governance/ E-Governance; Shareholder Activism Failure of Corporate Governance in India-Consequences; Case Studies with lessons learnt	15 L

V	<u>Legal and Regulatory Framework of Corporate Governance</u> • Structure and Development of Corporate Boards; Changing Roles of Corporate Boards • Audit Committee; Future of Governance-Innovative Practices • Role of Independent Directors: Role of corporate governance in Protecting Stakeholders, Employees, and consumers Regulatory Framework of Corporate Governance in India; SEBI Guidelines and Clause 49; Kumar Mangalam Birla Committee Report and Cadbury Committee Report; Reforms in the Companies Act, 2013; Corporate Governance in PSU and Banks	10 L
VI	Use case – Money Laundering – Analytics Perspective	05 L

Reference Books

- *Business Ethics and Corporate Governance*, S.K. Bhatia
- *Corporate Crimes and Financial Frauds*, Dr. Sumit Sharma, New Delhi
- *Corporate Governance (Indian Edition)*, Mallin, Christine A., Oxford University Press, New Delhi
- *Business Ethics : Text and Cases*, C.S.V. Murthy, Himalaya Publishing House
- *Ethical Choices in Business*, R.C. Sekhar, Sage Publications, New Delhi.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

SOCIAL MEDIA MARKETING

Paper Code: BASDSC719T

Full Marks: 100

Total Credits:5 [75 Hours]

TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Modules	Syllabus	Lecture Hours
I	Introduction – Introduction to Social Media, What is Social Media? How Social Media developed, Managing Information – Aggregators, Google Alerts, Blogs. Getting your company ready for Social Media Content Management- Touchpoint analysis, Scheduling, Creating content, Managing content programs, Planning Worksheets.	15
II	Blogs – Blogger, Tumblr, WordPress, influencers Who are they? How to find them? How to use them to benefit your brand?	15
III	Facebook & Instagram – Creating groups and pages, Tips and Guides – Posts, Paid Promotion Ads, Contests	15
IV	YouTube Long – form video platforms, Setting up a channel, Managing content – Video Flow – Google Pages for YouTube Channel – Verify Channel Webmaster Tool – Adding Asset – Associated Website Linking – Custom Channel URL – Channel ART – Channel Links – Channel Keywords – Branding Watermark – Featured Contents on Channel – Channel Main Trailer – Uploading Videos – Uploading Defaults – Creator Library – Practical Examples.	10

V	Twitter – Set-up and usage Tips, LinkedIn – Tips and Guides, Review of Profiles, Pinterest – Visual Social Media and Bookmarking, Set-up and Management	10
VI	Collaborative Marketing & Crowdsourcing – Consumer-generated content (Encouraged Organic), New Technologies – Chat Bots/Messenger Bots and Artificial Intelligence.	10

Reference Books

- *Social Marketing in India, First Edition, Sameer Deshpande, Philip Kotler, Nancy R. Lee*
- *Marketing with social Media, Linda Coles*
- *The Social Media Marketing Book, Dan Zarrella*
- *Social Media Marketing, First Edition, Michael R. Solomon, Tracy Tuten*
- *The Art of Social Media: Power Tips for Power Users, Guy Kawasaki, Peg Fitzpatrick.*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

SUPPLY CHAIN MANAGEMENT

Paper Code: BASDSC720T

Full Marks: 100

Total Credits:5 [75 Hours]

TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

[Internal assessment – 50 Marks; Semester-end Examination–50 Marks]

Unit	Syllabus	Lecture Hours
I	Development of SCM – concepts and definitions – key decision areas – strategic Supply Chain Management and Key components, External Drivers of Change, Dimensions of Logistics – The Macro perspective and the macro dimension – Logistic System analysis.	15
II	Sourcing strategy: Manufacturing management – make or buy decision – capacity management – Materials Management – choice of sources – procurement planning.	15
III	Distribution strategy: Choice of Market – network design – warehouse designed operation and distribution planning – transportation – packaging.	15
IV	Inventory Strategy: Demand forecasting – inventory planning – planning of stocking facilities – warehouse location allocation, Warehouse design and operations – inventory norms.	15
V	Channels of Distribution – Customer Service Strategy : Identification of Service needs, cost of services – revenue management	15

Suggested Readings

- *Daniel Stanton, Supply Chain Management for Dummies, BTOES insights.*

©Undergraduate Board of Studies in Commerce, West Bengal State University.

- Suman Sarkar, *The Supply Chain Revolution : Innovative Sourcing and Logistics for a Fiercely Competitive World*
- Shoshanah Cohen & Joseph Roussel, *Strategic Supply Chain Management*
- Joseph L. Walden, *The Forklifts Have Nothing to Do! Lessons in Supply Chain Leadership*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

.....

PROJECT WORK

Paper Code: BCMDSC821T

Full Marks: 100

Total Credits:5 [75 Hours]

**TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]
[Internal assessment – 50 Marks; Semester-end Examination–50 Marks]**

Each of the students has to undertake a project individually under the supervision of a teacher of the concerned college and to submit the same following the guidelines stated below.

- Language of the Project Report and Viva-Voce Examination must be in English. It must be typed and spirally bounded.
- Failure to submit the Project Report or failure to appear at the Viva-Voce Examination shall be treated as “absent” in the examination. In such case, he / she can submit the Project Report and appear at the Viva-Voce Examination in the subsequent year(s) (within the time period as per University rules).
- No marks will be allotted on the Project report unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted to Viva-Voce Examination unless a candidate submits his/her Project report.
- Evaluation of the Project Work to be done jointly by one internal expert and one external expert with equal weightage, i.e., average of the marks awarded by the internal and external experts will be allotted to the candidate.
- The project report should be restricted to 2,500 words.

Components of the Project Report

Cover page: This should contain the title of the project proposed, to whom it is submitted, for which degree, name of the author, name of the supervisor, year of submission, name of university.

Acknowledgement: Various organizations & individuals who might have provided assistance /co-operation during the process of carrying out the study.

DocumentstobeattachedwiththeFinalProjectReport:

1. Approval letter from the supervisor (As per Annexure- 1)
 2. Student’s declaration (As per Annexure- 2)
 3. Certificate from the competent authority of the organization/institution, if the student undertakes the project work in any organization/institution.
- **Body of the Report:** The body of the report should have these four logical divisions:
Introduction: this will cover the background, rationale/need/justification, brief review of literature, objective, methodology (the area of the study, sample, type of study, tools for

©Undergraduate Board of Studies in Commerce, West Bengal State University.

data collection, and method of analysis), and Chapter Planning.

Conceptual Framework /National/International scenario(relating to the topic of the Project).

Presentation of Data, Analysis & Findings (using the tools and techniques mentioned in the methodology).

Conclusion, limitations and Recommendations: In this section, the concluding observations based on the main findings, limitations of the study and suggestions are to be provided.

Bibliography and References: This section will include the list of books and articles which have been used in the project work, and in writing a project report.

Annexure: Questionnaires (If any), relevant report etc.

- **No. of copies to be prepared:** Three (3) copies of the Project Report are to be prepared – one for the student and other two for submission.]

Annexure-

Supervisor's Certificate

This is to certify that Mr./Ms a student of B.Com(Hons.) of (College) under the West Bengal State University, Barasat, has worked under my supervision and guidance for his / her Project Work and prepared a Project Report with the title

*Place
:Date:*

*Signature
Name:
Designation:*

Annexure-2 Student's declaration

I hereby declare that the Project Work with the title (in block letters)

..... submitted by me for the partial fulfillment of the degree of B.Com (Hons.) under the West Bengal State University, Barasat, is my original work and has not been submitted earlier to any other University/Institution for the fulfillment of the requirement for any course of study.

I also declare that no chapter of this manuscript in whole or part has been incorporated in this report from any earlier work done by others or by me. However, extracts of any literature which has been used for this report are duly acknowledged providing details of such literature in references.

Signature

Name:

Address:

Place:

Date:

Registration No.

Roll No.

.....Cover Page/ Titlepage.....

Project Report

**(Submitted for the Degree of B.Com 4-years' (Hons. Without research).....
at (College) under West Bengal State University)**

**Title of the ProjectXXXXXXXXXXXXX
XXXXXXXXXXXXX**

.....(Month & Year of Submission).....

Submitted by

.....(Name of the Candidate).....

Registration No.:.....

Roll No.:.....

Supervised by

.....(Name of the Supervisor).....

.....(Designation).....

.....(Name of the College).....

.....
